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HOMEMAKERS' CHAT

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U. S. DEPARTMENT OF AGRICULTURE
OFFICE OF INFORMATION

(Release on receipt)

SUBJECT: "Fruit Plans Are Peachy" - Information from Office of Marketing Services War Food Administration.

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Market news threatens to rival the fashion news nowadays. Wherever women gather, the conversation soon swings around to the best buys at the market.

News of a big fruit crop is always welcome...and that's what we want to talk about today. Peaches from Georgia and the Carolinas are ripening fast...sweet, luscious, juicy peaches. The trees are loaded...and the growers expect to market over 20,000 carload of peaches...You can look for them some time between June 20 and July 20.

Some of these southern beauties may travel as far west as Minneapolis. Markets beyond that point will probably sell California peaches. The peach and cherry trees in California are loaded, too, but a large share of the western fruit is scheduled for the canneries.

Since most of our commercially canned fruit will go to our Armed Forces you homemakers will want to put up as much fruit as you can buy...that is, as much as you need for your family.

And when you can anything that takes sweetening, keep an eye on that sugar supply. It will pay you to look ahead and figure out just what fruits you will want to can and how much, then budget the sugar you are allotted. If you listen to the regular market reports you will have some idea which fruits are likely to be plentiful enough to preserve for the next winter. Since strawberries were scarce in many places, peaches will be doubly welcome for canning.

Of course, peaches are wonderful served fresh too, and you'll want to serve them often while they are in season. Their natural sweetness can satisfy that desire for a sweet dessert, and at the same time you can save your sugar for other purposes.

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5-28-43